



A Newsletter of the Lehigh Valley Hospital Center

update

VOL. 8 NO. 18

DECEMBER 3, 1985

IT TAKES A NURSE

Several weeks ago, Susan Merryfield, R.N., and Diana Pfeiffer, R.N., both staff nurses on the special care unit, were summoned from their apartments by a neighbor. In responding to the request, both nurses found that another neighbor had become unresponsive in his car. When they reached him, he was in a state of cardiac arrest. Both Merryfield and Pfeiffer removed their neighbor from his car and immediately began CPR which was continued until the Allentown City Paramedics arrived.

The gentleman was transported to the Hospital Center's emergency department and was admitted to the acute coronary care unit. His condition improved and he was transferred to the progressive coronary care unit.

Merryfield and Pfeiffer are to be commended for their quick thinking and efficient actions which contributed to their neighbor's survival.



PEOPLE HELPING PEOPLE

An elderly lady about 75 years of age came to the Hospital Center's business office with a bill that had been sent to a collection agency from another hospital. She also had bills from physicians and other hospitals which resulted from the hospitalization of her deceased husband. Her income was \$500 a month and up until her husband died, she received \$200 a month and put \$50 toward the medical bills. Her son bought her groceries. The woman came to the Hospital Center and asked us to help her understand the bills. The physicians and hospitals involved were contacted and after we explained the woman's situation, each agreed to forgive all the balances due. The woman was so touched that she left in tears.

This was just one of numerous occasions in which a patient or a patient's family was helped by Amy Potter, the Hospital Center's financial counselor.

Potter, who has been a member of the Hospital Center's family for over 10 years, works with patients and their families assisting them in understanding their insurance coverage, and explaining what help is available for those who have no insurance and what kinds of arrangements can be made to pay their hospital bills.

In addition, Potter reviews applications for free care, verifies income eligibility, and meets with the patient or family as necessary to assure that criteria required by the program are met. She is also responsible for administering the Hill Burton Program.

Potter works closely with social services, utilization review, admitting, the business office, the patient representative, and numerous others to ensure that patients with no insurance or minimal insurance receive the care they need. She is available to answer questions from ancillary departments, nursing or physicians concerning any financial aspect of the patient's stay.

Working with Potter in the financial counselor's office are Sally Herbert and Pam Moore. Herbert is responsible for verifying insurance coverage. The information is then communicated to the departments involved. With permission from the nursing unit, it is often necessary for Herbert to contact the patients while they are hospitalized to obtain insurance information.



Amy Potter

Moore is responsible for screening all short procedure unit reservations to identify those patients whose insurance have special requirements. Once identified, Moore contacts the appropriate parties and advises utilization review of her findings.

Both Herbert and Moore previously worked in the cashiers office prior to their current positions. Herbert has been a member of the Hospital Center's family since October, 1978. Moore joined the staff in June of 1983.

MEMORIAL ESTABLISHED

In response to numerous requests by staff members and friends, a memorial fund has been established in honor of Cynthia Anne Rogal, a staff nurse from 3C who recently died.

Contributions to this fund will be accepted by the public relations department. Checks should be made payable to the Lehigh Valley Hospital Center.

ADDRESSING OUR SPACE NEEDS

Eleven years ago, the Hospital Center was opened to meet the region's need for specialized care. During the course of its 11 year history, the Hospital Center can point with pride to many notable years of service to the community and the region. However, none of those years can compare with the outstanding success which was recorded in Fiscal Year 85. During this past year, the Hospital Center made tremendous gains in numerous areas resulting in dramatic increases in the number of patients we served.

In spite of the fact that hospital admissions are declining nationwide, the Hospital Center's commitment to excellence resulted in dramatic increases in utilization rates during the past year. Admissions increased by 8% continuing the trend of increasing admissions every year since the Hospital Center opened. The use of outpatient services increased 3% during the past year, an increase which contributed to a 24% increase in the use of Hospital Center outpatient services during the past three years.

In addition, numerous departments recorded increases in procedures during the



Amid the stacks of boxes, work goes on as usual for Carolyn Trauger and Judy Lawson, secretaries in the social services department.

past year. Respiratory therapy procedures increased by 15%. Radiology outpatient volume increased by 17%. Cardiac

CONTINUED ON PAGE 4



With or without a desk, Rich Cutshall, director of public relations, always gets the job done. Cutshall's desk, along with his other furnishings, was delivered to its new location shortly after the photo was taken.

"Space Needs"

catheterization overall procedures increased by 30%. Physical therapy increased their outpatient volume by 48%. In the heart station, the number of EKG's performed increased 9%, and echocardiograms performed increased 18%.

These numbers dramatically highlight the fact that the Hospital Center's role as a regional provider of specialized care continues to grow. In fact, during the past year only 57% of our patients came from Lehigh County compared to 70% in 1977. Concurrently, during the past year, 25% of the Hospital Center's patients came from Berks, Monroe, Northampton or Carbon counties, while a full 18% came from outside the local five county HSA region.

As the Hospital Center offers excellence in care in a cost-effective manner, the region is increasingly turning to us for their care. But because of this increasing demand, we have become very stressed in the area of space. In the first quarter of




(Left to right) Dolores Edelman, Joanne Kern, Kathy Malone, and Juanita Trimbach, staff members of the human resources department, use a make shift desk to process timesheets in their new location in the modular units.

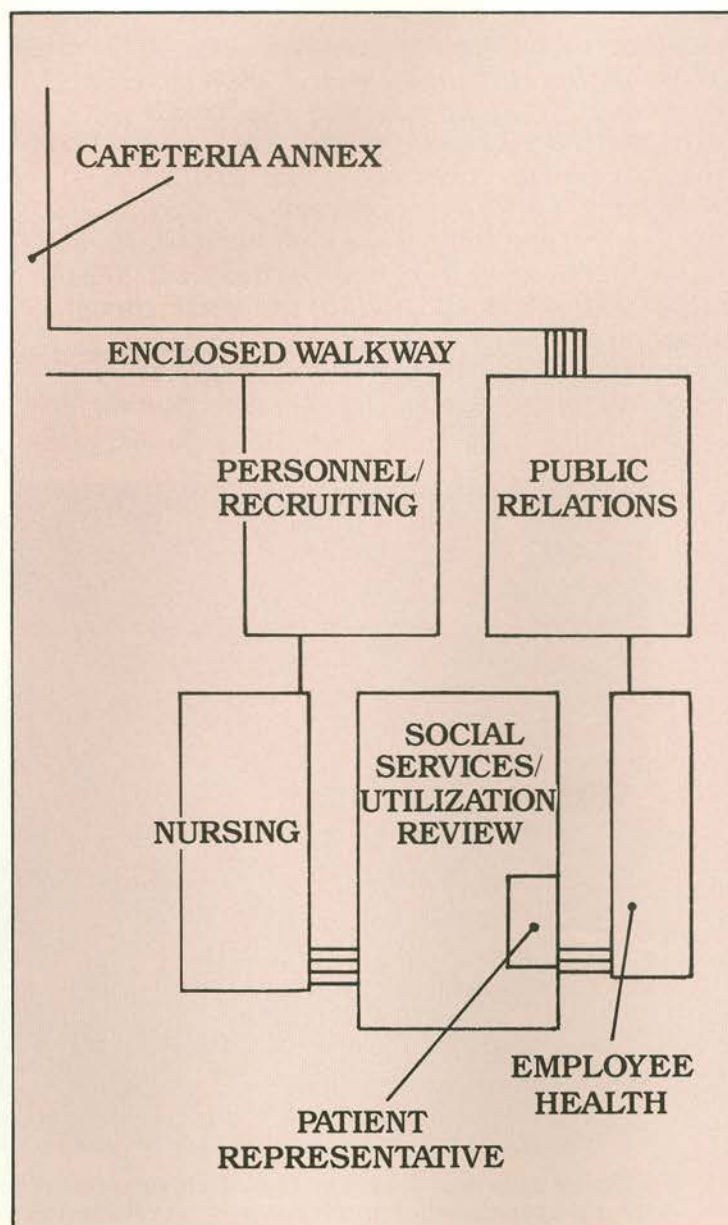
Fiscal Year 86, we have already had to turn hundreds of patients away as we have not had bed space and have had to close to certain kinds of admissions. On 31 occasions, we have had to divert ambulances to other area hospitals because of the lack of bed space.

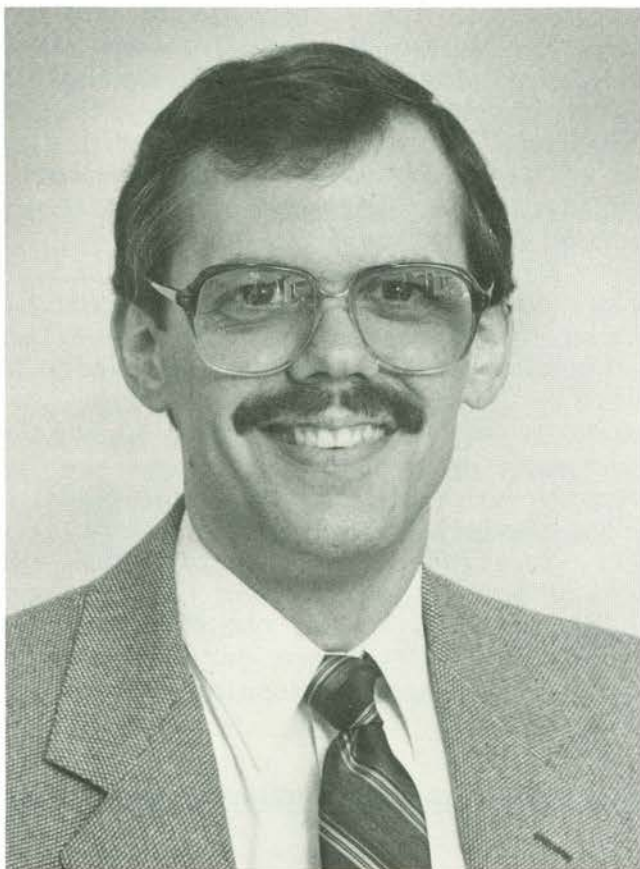
In an effort to try to deal with this issue until a major capital building project is approved, we have taken steps to provide interim space on the Hospital Center's campus using 14 modular units.

These modular units have provided the space needed to move a number of

administrative and support functions out of the main hospital building thereby freeing up clinical space. By doing this, we will be able to open 7B for patient care. The opening of 7B combined with other interim steps will allow the Hospital Center to operate at our licensed capacity of 472 beds.

The departments which have relocated to the modular units include employee health, human resources (personnel/recruitment), patient representative, public relations, social services and utilization review. In addition, a few members of nursing services have also relocated to the modular units. They include Debra Bubba, R.N., M.S.N., administrative assistant, Claire Ann Potter, R.N., B.S.N., administrative assistant, Ann Zeravsky, unit clerk instructor, Rose Ann Wiley, Medicus data entry clerk, and Nancy Attrill, secretary. Telephone numbers for all the departments will remain the same. 





Kenneth M. Baab

Kenneth M. Baab has recently joined the Hospital Center's family as vice president. In this position, he will be responsible for the overall management of numerous departments. Those departments include radiology, nuclear medicine, cardiac catheterization laboratory, heart station, EEG, pulmonary function, physical therapy, respiratory therapy, cardiac rehabilitation, vascular laboratory, outpatient laboratories, and pre-admission testing. In addition to overall management, he will also be responsible for program development and operational planning for these departments.

Baab is a graduate of Muhlenberg College where he received a Bachelor of Arts Degree in Sociology. He also received his Master's Degree in Health Care Administration from George Washington University, Washington, D.C.

Prior to coming to the Hospital Center, Baab had extensive experience in hospital management. Since 1979, he was the assistant general director at Albert Einstein Medical Center in Philadelphia. Before that, he was assistant administrator at York

Hospital in York, Pennsylvania. Throughout his career, Baab has had responsibility for managing many hospital ancillary, clinical, and support departments. With his extensive experience, Baab will surely be an asset to the Hospital Center's management team.

Linda Leddy, director of volunteer services, recently hosted a "Problem Solving Forum" involving members of the Lehigh Valley Volunteer Coordinators Committee, which was held at the Hospital Center.

The committee is a group of directors of volunteer services representing over 250 agencies in the Lehigh Valley which use volunteers. The group meets monthly at various agency locations to discuss topics involving volunteers. They also promote volunteerism in the Lehigh Valley and are active in lobbying for volunteer legislation.

Yvonne Troiani, R.N., B.S.N., was recently appointed to the position of head nurse of the Burn Center. Troiani has been involved with the Burn Center for many years. Her first contact came about in June of 1978 when she joined the Hospital Center's family as a Burn Center staff nurse. In April, 1982 she was promoted to the position of clinical coordinator, Burn Center. Troiani received additional responsibilities in February of this year as division coordinator of clinical programs.

Over the past three years, Troiani has been responsible for the ongoing professional development of staff through nursing practice, consultation, education and research. She has also acted as educational and clinical resource person in the care of burn patients and those individuals with specialized needs in the management of tissue trauma.

Troiani has also been very involved with the Burn Foundation. She is highly active in burn prevention education and professional education for emergency department and pre-hospital personnel. In addition to her new responsibilities as head nurse, Troiani will continue her involvement in the educational programs related to the Burn Center.

Troiani is a graduate of East Stroudsburg University where she received her Bachelor of Science Degree in Nursing. She is

"People"

currently enrolled in the Master of Science in Nursing program at Villanova University.



Yvonne Troiani, R.N., B.S.N.

Three members of the Burn Center staff recently presented papers at the Eighth Annual Meeting of the Mid-Atlantic Association of Burn Care Facilities sponsored by the Washington Hospital Center, Washington, D.C.

Debra Lutz, R.N., staff nurse, and Yvonne Troiani, R.N., B.S.N., head nurse, presented a paper entitled "Development and Implementation of a School Re-entry Program for Burned Children." A paper entitled "Care of Donor Sites: A Comparison and Evaluation of Two Techniques" was also presented by Melanie Bendinsky, R.N., staff nurse.

The Mid-Atlantic Association of Burn Care Facilities is a consortium of Burn Centers which meets annually to share knowledge and provide an opportunity for burn team members to present original work in the field of burn care and research.

Member hospitals include Lehigh Valley Hospital Center, Crozer-Chester Medical Center, St. Christopher's Hospital for Children, Saint Agnes Medical Center, St. Barnabas Medical Center, the Washington Hospital Center, Baltimore Regional Burn Center, and Children's Hospital National Medical Center.

Notes from our Patients

"I was surprised and impressed with the friendliness of the staff at Lehigh Valley Hospital Center. Although I was only a patient for one day, I was treated with the utmost courtesy and respect. Thanks again and I would recommend Lehigh Valley Hospital Center to anyone."

A patient from the
Short Procedure Unit

"The primary nursing care system that is used at the Lehigh Valley Hospital Center made my stay a truly pleasant experience. The quality of the nurses and the personal care that I was given during my stay were superb. My personal thanks to the hospital and special thanks to my primary nurse Megan."

A patient from 5C

"I have nothing but praise for the entire Hospital Center. Nurses were just perfect in the central nervous system unit and also on 4A and 6A. The doctors were just great and the food was very good. My family and visitors were delighted with the Hospital Center. We are happy we didn't go to Philadelphia."

A patient from
the CNS Unit,
4A, and 6A

TOPTON COMMUNITY NURSING CENTER

Residents of Tipton, Pennsylvania and the surrounding region no longer have to drive miles from home to access health services. The Tipton Community Nursing Center, a service of HealthEast, has recently been established to provide these services locally. Working with a community advisory committee, the Nursing Center is bringing a variety of needed services to the community.

The Nursing Center's initial services and programs include health risk screenings, health education classes, health counseling, health monitoring and referrals. Support services are also available including nursing consultation and information about community and regional services. The Nursing Center has recently provided classes in weight reduction, cardiopulmonary resuscitation (CPR), and parent/teenager communication. In addition to these classes, free blood pressure screenings have been offered to the community.

The Nursing Center is staffed by two professionals with extensive experience in nursing and social services. Barbara A. Moyer, R.N., B.S.N., director, has worked in clinical, educational, and administrative nursing for 22 years. Elmo K. Keller, B.A., case worker, has extensive experience as a case worker with the Pennsylvania Department of Public Welfare, where she worked for 15 years.



Elmo K. Keller, B.A.



Barbara A. Moyer, R.N., B.S.N.



Barbara A. Moyer, R.N., B.S.N., director of the Tipton Community Nursing Center, explains the "ABC's" used as part of cardiopulmonary resuscitation training to residents of the Tipton area.

IACocca VISITS HOSPITAL CENTER



David Buchmueller, president of HealthEast, presents a plaque to Kathryn Iacocca as a token of appreciation.

The Lehigh Valley Hospital Center received a special visitor several weeks ago. Kathryn L. Iacocca, president of the Iacocca Foundation in Washington, D.C., which promotes the advancement of diabetes research, visited the Hospital Center to review, for possible support, the Hospital Center's and HealthEast's plans for the future development of a Diabetes Education, Evaluation and Referral Center.

Through the existing Diabetes Education Center, several diabetes education services have already been provided. These services include outpatient classes, individual nursing and dietary outpatient consultations, inpatient nursing consultations, an adult support group, and a diabetes weight control group. With the development of the Referral Center, additional and expanded services will be offered to persons with diabetes including up-to-date diabetes education and resources for current diabetes management strategies.

After touring the Hospital Center and meeting with physicians, nurses, and administrators, Iacocca addressed staff,

patients, and parents of children with diabetes in the Hospital Center's auditorium. Following the presentation, David Buchmueller, president of HealthEast, presented Iacocca with a plaque which expressed appreciation for her strong commitment to diabetes research and education.

In her role as president of the Iacocca Foundation, Iacocca is responsible for the Foundation's total operation and is also a liaison with hospitals and medical research organizations such as the Joslin Diabetes Foundation in Boston, Massachusetts. In addition to diabetes research, the Foundation promotes the education of qualified high school students through scholarship programs.

The Iacocca Foundation was established in January, 1985 by the Iacocca family in memory of Mary Iacocca, wife of Lee Iacocca. Mary Iacocca died of complications from diabetes. Proceeds from Iacocca's autobiography, "Iacocca," support the Foundation.



BENEFIT SPOTLIGHT

For Your Information . . .

...The annual Christmas meal for Hospital Center employees, volunteers, and medical staff will be served to day and evening staff from 10:30 A.M.-1:30 P.M., and from 5:00-6:30 P.M. on Thursday, December 19, and from 2:00-4:00 A.M. on Friday morning, December 20, for night shift personnel. The full menu will be served to the night shift staff again this year.

MENU

Wassail Punch
Egg Nog

Cheese Board
Crudite

Roast Whole Steamship Round Of
Beef/Au Jus

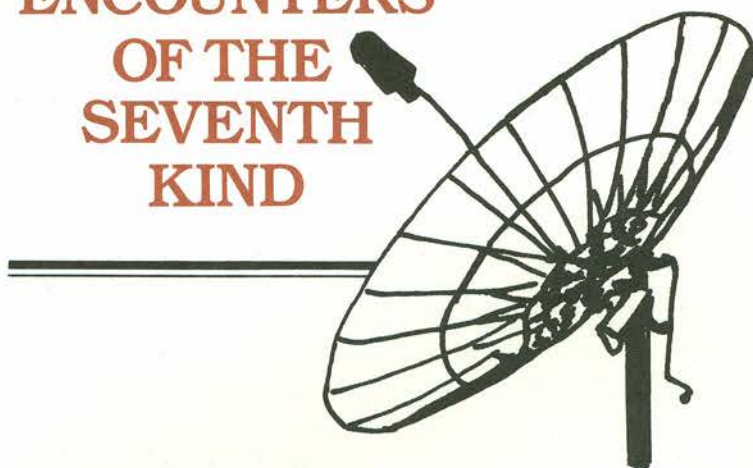
Whole Cornish Game Hen Stuffed
With Wild Rice

Potatoes Stuffed With Pesto
Broccoli With Mock Hollandaise
Carrots With Parmesan Cheese
Fruit Salad With Poppy Seed
Dressing

Marinated Vegetables
Cranberry Nut Salad
Assorted Loaf Bread With Whipped
Butter

Black Forrest Cake
Cheese Pie
Fresh Fruit
Coffee And Tea

CLOSE ENCOUNTERS OF THE SEVENTH KIND



If you have looked up into the sky lately, you may have seen a strange looking "saucer" on top of the Hospital Center's roof. There's no need to be alarmed, aliens have not landed. Actually, the saucer is a satellite dish which was recently mounted on the 7C wing roof.

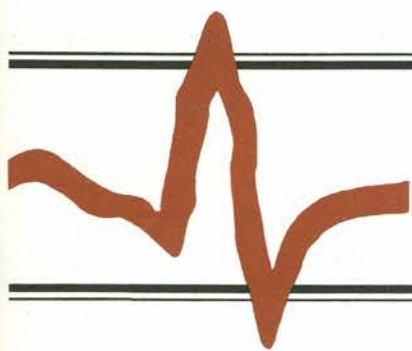
The satellite dish is an antenna used for picking up transmissions from satellites in space, much like an antenna used for picking up radio signals. Along with the dish there is a tuner which allows us to select one of the many channels available from a satellite, and a directional motor to switch from satellite to satellite.

Programming available through the use of the satellite dish will be in the general areas of inservice training, management development, continuing medical education, and consumer health education. In addition, state and regional hospital association news, and informational updating will also be available. A monthly TV guide will list program titles and target audiences, names of TV faculty, and a brief summary of each program.

The benefits of the satellite dish are numerous. Some of them include reduction in travel and meeting costs in delivery of continuing education to employees and physicians; increased productivity of management and staff through a substantially increased flow of on site continuing education and management information; and access to national program sources such as the American Hospital Association, the Health Information Network, and Volunteer Hospitals of America. In addition, programming can be made available to second and third shift personnel. Programs which are broadcast at difficult viewing times can be recorded to be shown at a later or more convenient times.

For information regarding programming available through the satellite dish, contact educational development at Ext. 8320.





MEDICAL STAFF NEWS

Houshang G. Hamadani, M.D., medical director of the outpatient psychiatric clinic at The Allentown Hospital, recently presented a paper at the annual meeting of the Society for the Study of Psychiatry and Culture held in Los Angeles, California.

The paper, entitled "A Comparison of the Use of a Mental Health Clinic by Hispanic and Non-Hispanic Patients in Allentown, Pennsylvania" was originally presented at the World Congress of Psychiatry in Vienna, Austria, in July, 1983. The recent presentation in Los Angeles was a follow-up after three years of study.

Hamadani is also a member of the medical staff of the Hospital Center.

Francis S. Kleckner, M.D., president of the Hospital Center's medical staff, was recently elected an alternate delegate to the Pennsylvania Medical Society's House of Delegates as a representative of the Society's Hospital Medical Staff Section Governing Council. This section was created by the state medical society in recognition of the increasing importance of hospital medical staffs as physician organizations.

Kleckner, who is also on the staff of The Allentown Hospital, has served as president of the Lehigh County Medical Society.

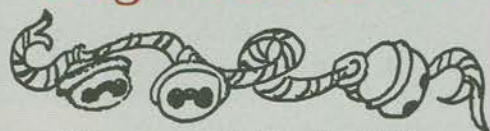
The Pennsylvania Medical Society is the professional association representing more than 17,000 physicians throughout the state.



RECREATION COMMITTEE NEWS



Jingle Bell Jubilee



The annual Jingle Bell Jubilee, sponsored by the Recreation Committee, will be held on Friday, December 6, from 7:30 A.M. - 4:00 P.M., in the main lobby. This will be an ideal opportunity to get a head start with your holiday shopping. Items such as tree ornaments, candles, wood items, wreaths, stained glass, and Cabbage Patch clothing will be available.

Get—A—Way Winter Adventure

Join us in a fun-filled winter adventure from Friday, February 7 through Sunday, February 9, 1986. This exciting weekend trip includes roundtrip motorcoach transportation, two nights accommodations at the Holiday Inn in Kingston, New York, "all you can eat" breakfast smorgasbords on Saturday and Sunday, smorgasbord dinners Saturday and Sunday, transfers each day to the Catskills' finest ski areas, and much, much more.

The cost of this spectacular weekend adventure is \$125.00 per person (quad occupancy), \$135.00 per person (triple occupancy), and \$145.00 per person (double occupancy). A \$35.00 deposit per person is required to hold your reservation.

For more information, contact Kim Morstatt in patient education at Ext. 8775.

EMPLOYEE RECOGNITION DINNER— THE BIGGEST YET!

Many of you have heard about the increase in the number of admissions, the increase in the number of procedures performed, and the increase in the use of outpatient surgery here at the Hospital Center. Another increase has recently been added to the record books. Over 750 people filled the George Washington Lodge to near capacity at the 1985 Employee Recognition Dinner which was held on Saturday, November 16. And what an event it was!

The large crowd was entertained by the quick wit and well-known humor of our own in-house comedian Jack Dittbrenner, biomedical photographer. Dittbrenner, who was recognized at the dinner for 25 years of service, kept the employees and guests in stitches. In addition to the comic relief, the employees were paid tribute by Ellwyn D. Spiker, president, Donna M. Pidcock, member of the board of directors, David P. Buchmueller, president of HealthEast, and Francis S. Kleckner, M.D., president of the medical staff.

Following the recognition award ceremonies, everyone let their hair down and danced to the music provided by The Bordellos.



Rose Trexler, R.N. (left), nursing services, and Mary Ann Bowers, L.P.N. (right), emergency department, who were both honored for 20 years of service, take a moment to pose with Ellwyn D. Spiker, president.

The recognition dinner was truly a night to remember. And although we seem to increase in size each year, we still remain a family.



Jack Dittbrenner, biomedical photographer, who was honored for 25 years of service at the 1985 Employee Recognition Dinner, plays out his role of toast master at the annual event.



Pictured above with Ellwyn D. Spiker, president, are those individuals recognized for 15 years of service. They include (left to right): Catherine A. Rhudy, R.N., short procedure unit, Carol A. Stefanik, M.T., microbiology, Rose E. Haas, R.N., employee health, Martha E. White, anesthesia, Roberta A. Bokrosh, pharmacy, Carolyn M. Frantz, cardiac catheterization laboratory, Betty Arsht, R.N., operating room, and Carol N. Plummer, R.N., short procedure unit.



THE HOSPITAL CENTER WELCOMES

To Admitting
Joan Jones

To Bulk Stores
Toan Chung

To Business Office
Gail Bellesfield

To Dietary
Michele Kline

To Heart Station
Annette Guth
Nancy Hartman

To Housekeeping
Rosemary Downey
Daniel Hinds
Ronald Miller
Sandra Whitby

To Laboratory
Bruce Fox

To Mailroom
Agnes Peters

To Nursing Services
Frances Arenas
Nancy Bernard
Theresa Brinckman
Nancy Caiazzo
David Cederberg
Amelia Ciarrocchi
Janis Cogley
Anita Dougherty
Cheryl Dries
Juna Easterbrook
Mary Ellen Gavin
Linda Graver
Sharon Hendrickx
Mary Hermann
Donna Kalp

Dara Kardos
Juliana Mohny
Mary Ellen Nangle
Julianne Sikorsky
Helen Vassallo
Jennifer Waggamon
Tracey Walters

To Pulmonary Function
Kathryn Behm
Traci Britt
Greta Flederbach
Walter Villard III

To Radiology
Rodney Kuller

To Respiratory Therapy
David Lapham
Kevin Lekites

To Telecommunications
Mary Crosson

HAPPY HOLIDAYS



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